A Message:

To Anyone Who Buys a CAN OF PAINT

Every week, thousands of people shop at Paramount Center for their paints and building needs.

They know that we at Paramount Center are more qualified than anyone else to guide them in their choice of paints and finishes, and their uses on stucco, wood, concrete, steel, etc.

OUR ADVICE TO YOU DO NOT BUY AN UNKNOWN PAINT

Do not buy an unknown paint! Paint is the most difficult of all building materials to try and save money on. Your labor will more than offset any savings.

Remember:

"CHEAP PAINT 'S NO GOOD - AND GOOD PAINT IS NOT CHEAP"

These so-called "Discounts" and "Specials" you hear and read so much about generally are not worth carrying home. We spend a great deal of our time here at Paramount trying to strighten out "messes" people have gotten themselves into trying to save \$2.00 on a gallon of paint.

People of Torrance know better than anyone else that paint cannot be made without having expensive machinery, research chemists, and many trained personnel. Our finest example of paint making at its best is our home town Pittsburgh plant. Ask your neighbor who works there, and he will tell you QUALITY comes first.

You never see a quality-first line paint on sale or at a discount.

We are bringing you this message because the paint market is being flooded with junk paint, and so many of our friends and customers are coming to us for help.

We are selling more paint than any other single dealer in the entire area — Why? — because we sell the best — PITTSBURGH. So be sure and see us first when you buy paint. It will save you time, and money in the long run.

There is no substitute for quality.

The Most Complete Building Material Supply Center on the West Coast

Paramount Center

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"PITTSBURGH PAINTS & PRODUCTS"